

VI. Assessment of Program Effectiveness

- A. 1) Based upon the responses to the questions in the annual report, the conclusion can be made that the City of La Verne is in compliance with the requirements of the permit. La Verne is primarily a small residential community with minimal threats to the storm drain system. Current efforts such as the street sweeping program, development requirements, and City Yard operating procedures help to further minimize possible pollutants into the storm drain system. The City continues to work toward eliminating storm drain pollution with its limited resources and will continue to strive for progress.
- 2) Evaluations are made from continual verbal and written feedback by administration and staff. La Verne's implementation of the NPDES permit is conducted by several departments and has to be organized and evaluated accordingly. Additionally, residents continually make evaluations through public meetings, phone calls, and written correspondence.
- 3) Our agency's strength is the coordination among several departments and outside agencies for implementation of the NPDES program. This is most evident in our public agency activities. The city has been able to effectively use limited staff and resources to meet multiple program objectives. The largest weakness is dealing with limited staffing and resources. This complicates the ability to deal with the NPDES process and all its requirements. It is also very complicated for an agency the size of La Verne to designate one individual to specialize in NPDES programs when it is such a large and intricate issue.
- 4) Our accomplishments include:
- A continually aggressive street sweeping program that ensures that all streets in the city are swept twice a month.
 - Maintenance of trash receptacles at all city owned transit stops.
 - The City continues to implement its regional "Used Oil" recycling racecar advertisement campaign. The sponsorship is an example of our ability to use limited funds in cooperation with other agencies to meet multiple program objectives. The truck's participation at various City events and televised races has exposed the used oil-recycling message to a vast audience. The exposure of the message to the public serves the dual purpose of encouraging used oil recycling and storm water pollution prevention. Improperly disposed motor oil into catch basins is one of the major contributors to storm water pollution.
 - We continue to put an emphasis on incorporating storm water pollution with various other environmental issues in our public education programs. The City of La Verne visits local schools and utilizes an "EnviroScape" model to present local watershed and storm water pollution issues to students.
 - The City also participates in a Kid's Environmental Festival. At this festival, upwards of 500 elementary students were introduced to a variety of environmental information. City staff specifically gave presentations on urban run-off and other watershed specific topics.
- 5) The water quality continues to improve in the San Gabriel River watershed as all agencies work to implement measures to contain and eliminate externalities from our natural habitats.
- 6) La Verne works with various cities within its watershed to exchange ideas and obtain advice. These relationships have been vital to program progress and continued success.
- 7) Future plans to improve the City NPDES program will include the following:

- Implementation of the City's ID/IC program to better monitor our storm drain system for illicit connections and discharges.
 - Measure effectiveness of the installation of catch basin screens in high traffic areas throughout the City to see if less debris is removed from catch basins on an annual basis.
 - Continue a review of all permitted connections to the storm drain system.
- 8) A program should be developed by a partnership between the Regional Board and Principal Permittee that introduces the NPDES Permit and relevant topics such as regional issues to employees new to the field. This will not only aide permittees in transitioning new employees but it will better prepare these employees to be more efficient in developing and following Permit requirements.

- B. On a scale of 1 to 10 (10 being full implementation of requirements by their deadlines), rate your municipality's level of compliance with Order No. 01-182.

The City's compliance efforts would rate as an 7 based on a scale of 1 to 10. Taking into consideration our limited resources and staff, the City has been able to implement the requirements of the permit at a satisfactory level. Despite our limited resources, the City has been able to find various solutions to the implementation of its storm water program.

- C. List any suggestions your agency has for improving program reporting and assessment.

No suggestions.